

Vladislav Doronin, CEO of Aman Hotels and Resorts shares his beliefs on respect, growth, and why building a hotel empire is more than just a numbers game By Coco Marett

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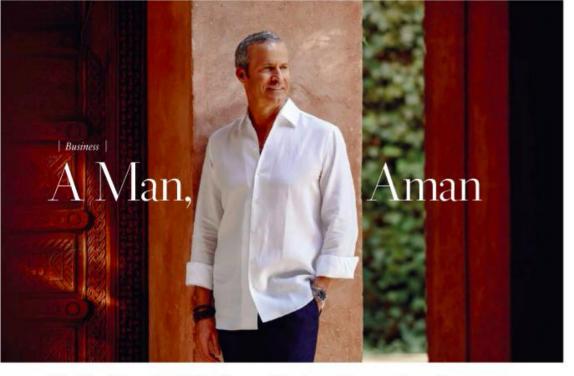
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Tatler Features





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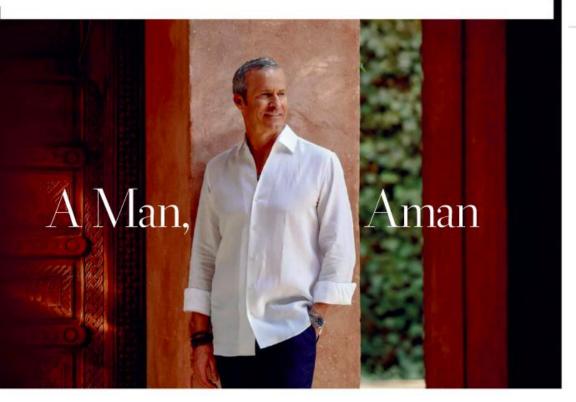
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The Scene





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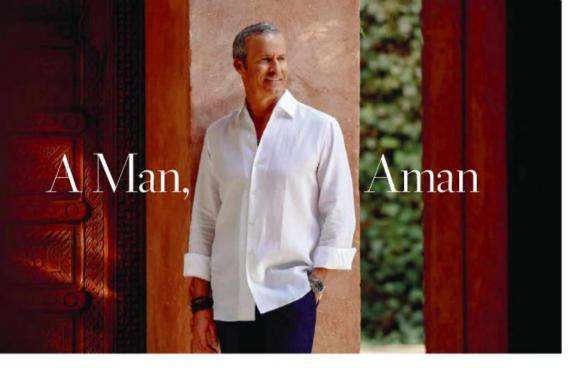
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Features

362 distance from the Kinkaku-ji





安縵國際酒店集團董事長暨執行長 Vladislav Doronin 分享 了他如何堅守尊重和共榮的信念,在運籌帷幄間建立起獨 一無二的酒店帝國。By Coco Marett

就在八月份安綴經約正式開業前幾週,當 我感谢缐上视訊的方式。遠距離地採訪安 得國際酒店集團華事長獎執行長 Vladislav Doronin 時,他表示:「我們濃頌繪些插 旗的地點,而不是征服它們。」 安錫紐約 是該品牌繼安繆東京之後開立的第二家頂 級都市適店、這位目前正以遲阿密為工作 基地的俄羅斯商人承紹,會傾力將其打造 為全球最佳預級酒店之一。

老實說。身為一名負責旅遊線的額 輯,對於這樣的說法我早聽過無數次,也 已學會抱持著觀望的態度,但平心而論。 营此豪語出自實力堅強的安緩時,可得另 常用涂了。

軍竟一方面來看, 安幾國際港店集團 Features 目前旗下有15 威酒店建造在聯合國教科 148 文组織世界遺產地內或與其緊密相鄰。例

如坐落在斯里蘭卡加勒古堡 (Galle Fort) 斑駁城籠內的安缦加勒 (Amangalla), 自17世紀以來就屹立在此,與古老的 加勒港悠悠相伴; 矗立於希臘的安缦卓 潛(Amanzoe) 則四面環線在已受到霧 合國科教文組織認證的伯羅奔尼撒半島 遺址之下: 隱匿於日本京都林間的安繆 京都 (Aman Kyoto) 與金閣寺僅幾步 之遙;座落東埔寨遍粒郊野的安緩薩拉 (Amansara) 更是位在吳哥考古公園內, 完整保存著令人著述的古代文明。

Doronin 深信安级品牌扮演著守護者 的角色,為每處安緩落腳之地保存著當地 獨特性。例如位於印尼爪哇省文化中心的 安場齊和 (Amanjiwo), 就常駐有一名人 類學家,深入淺出地為房客請解該地區風 土民情、歷史典故以及獲修體驗。

「每間適店如何透透設計,將在地文 化與周圍自然景致延伸串釋,是至關重要 的。」 他解釋著:「我們在原始環境中汲 取建造蟹政、並且和能夠理解安得品牌精 神、同時重視從大自然中取材的宏觀建築 帥合作。)

這些頂尖的建築師群,包括已故的一 代建築大師 Ed Tuttle 與 Kerry Hill,及 比利時傳奇建築師兼設計師 Jean-Michel Gathy,他如今已成為安緩長期合作的思 實夥伴,包括安緩紐約等項建案皆是由他 親自操刀。

安缦纽的地處於第五大道和第57 街交會處的著名皇冠大廈,該大廈建造 於1921年,由知名建築師 Warren & Wetmore 所設計,他們也正是紐約地標建 築(如中央車站和 Helmsley Building)

的幕後建築團隊、歷史悠久的皇冠大廈曾 是美國最昂貴的零售業和辦公地點之一。 安缓最终共投入13億美金鉅款,完成這 项塑矩但充满情懷的浩太修復工程。

「安缓紐釣的落成,不懂對品牌來說 是一個重大里程碑,對我個人來說也是一 個意義非凡的建案。」這位今年 59 歲的 董事長表示:「這將成為歷史長河中的關 鍵一環,建造一棟至新的原天大樓並非難 事,但是參與修復皇冠大廈遺樣的指標性 经典建築的過程是無可取代的。」

儘管飯店佔地 25 層樓高的空間。但 整間酒店只規劃有83間客房和套房,以及 22 套安级公館——每間公館都配置有自己 的工作壁爐,這無疑是無與倫比的享受。

「對於像紐約市這樣的大都會,83 間 客房的酒店被認為是精品酒店的規格。」 Doronin 説明,並強調他極力拓展安緩 插旗各都市的建案、初衷並不是增加酒店 數量,而是「將我們在度假村所乘載的理 念带入大都市,讓兩者不再只是平行的存 在,而是可以垂直共存的實踐。」

「最重要的是 一 這是在一線大都會 裡史無前例的創學——我們為每位房客提 供寬敞的休憩空間,無與倫比的景色和完 善的大型硬體設備。」

在紐約市都心,安缦建造了一座横跨 三層樓、佔地 25,000 平方英尺的全方位 水塘中心,以及一間私密的會員專屬俱樂 部、一間圖書館,一間雪茄室和一個爵士 幾個樂部。

「我熟愛爵士樂:」Doronin 表示, 他同時也與致勃勃地於將頂級爵士俱樂部 的文化带回纽约---其中不乏向纽约傳奇 爵士樂空間 Café Carlyle 致敬的意味在。 他同時也對安繼經約配置有7,000平方英 尺的戶外用餐露台及其引人注目的景觀。 波光粼粼的泳池和別鐵火盆引以為做。

安緩對空間的慷慨大方也帶來了正向 的回饋,即便疫情大流行,安缓國際酒店 集團在 2020 年和 2021 年的整體表現比 2019年更優秀。「就連我們都大吃一驚。」 Doronin 分享道, 他将這一切歸功於安緩 長期以來致力為每位客人提供充足的房間 和隱私的堅持。

他解釋:「在疫情期間,有很多客人 選擇我們的長住方案,有些人甚至一次就 住上好幾個月、直接遗端工作,以他們的 健康和陪伴家人為首要考量。」不過他隨 後也補充道。眾所周知的安銀追隨者對品 牌的忠誠度、常然也是另一助力。

「安缦的回客率之高,在酒店產業可 是無人能出其右。」 Doronin 表示。安缦 追隨者所表現出近乎狂熱的忠誠。確實令 業界同行眼紅不已,這些忠質追離者甚至 遵獲得一個非官方的封號:安緩狂粉,用 來形容至少入住過全球五至六家不同安趨 酒店的旅行者:

然而,英雄惜英雄、任誰也無法否認 最類號的安裝狂粉非Doronin本人莫屬了。

他與品牌的淵源可追溯至 1990 年。 當時他正生活在香港,並為一間商品貿易 公司效力。同時也是一名狂熱的旅行爱好 者,確巧一位朋友建議他去入住普吉島-間名為安缦璞瑞(Amanpuri)的全新酒 店,該酒店也是安傷的首間度假村。

購了該集團持有的26處房地產。

如今,安緩版圖遍及 20 個國家,旗 下擁有多達34家酒店和度假村而且還在 持續擴張中,包括預計於2023年開幕的 曼谷系練安緩(Aman Nai Lert), 不僅將 迎来全新的姐妹品牌 Janu, 預計在東京、 無山和沙島地阿拉伯的歐拉城(AlUla) 插旗落腳。同時也宣佈了將於洛杉磯打造 安缓比佛利山莊 (Aman Beverly Hills)



「那是一趟今我大開眼界的旅程・ 结合了清幽影盪的環境、詩情畫意的空間 與設計、還有無微不至的客裝化服務。」 Doronin 並解釋道:「Amanpuri 在梵文 中意指安寧之所,這一詞完美地詮釋了人 們抵達這處桃花源時的內心悸動。至今它 仍然高居我心目中安级排行榜最爱之一。」

他也因此一試成主顧,並開始根據安 缓度假村的位置來安排周圍的旅行計畫, 足跡遺佈印尼爪哇、印度拉賈斯坦邦到不 丹。直至 2014 年,他出手以 3.58 億美元 的價格從原本的印尼酒店經營者暨安幾度 假村創始人 Adrian Zecha 手中,一學收 的好消息,該酒店計畫會直接建築在佔地 3.25 公頃的鋒意花圖之中。

赞著如此大張維鼓的擴張, 雖免有人 開始質疑安緩品牌的完整性是否會難以全 面兼顧·但一向堅韌且明確的 Doronin 卻絲毫不受影響,壓根不擔心這事。

「我們可是擁有真金不換的忠誠品牌 追随者,而且根據觀察,他們開始帶著孩子 來到我們身邊,有時候甚至是與他們的孫菲 同行。人們持續地滿懷喜悅與品牌建立連 結。 不管是度假村還是都市酒店; 入住安 Tatler 缀的人都知道,他們總能在此找到隱密性絕 Features 佳、又安寧和無懈可擊的周到服務。」 _